

ABSTRACT

Melsa Syafrhina. 2025. *“An Analysis of Illocutionary Acts in the Indonesian Presidential Candidate Debate 2024: A Case Study of Anies Baswedan’s Argument”*

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This study aims to identify the types of illocutionary acts and analyze their influence on Anies Baswedan's arguments during the 2024 Indonesian presidential candidate debate. The method used is descriptive qualitative, with the main data in the form of three official debate videos downloaded from the KPU RI YouTube channel. The results show that four types of illocutionary acts are dominantly used, namely assertive, directive, commissive, and expressive. The use of these illocutionary acts gives rise to various public responses. Some people appreciated Anies' communication style, which was seen as aligning with public concerns, especially delivering messages about data, logic, and social issues. Meanwhile, other responses reflected skepticism, disagreement, criticism, or disapproval, as some people doubted his promises and questioned the effectiveness of his previous leadership. Thus, the use of illocutionary acts in political debates can shape diverse public responses, depending on the characteristics of the audience and the candidate's track record.

Keywords: Anies Baswedan, illocutionary acts, presidential debate, public responses

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Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis tindak ilokusi serta menganalisis pengaruh penggunaan tindak ilokusi dalam argumen Anies Baswedan pada debat calon presiden Indonesia 2024. Metode yang digunakan adalah deskriptif kualitatif dengan data utama berupa tiga video debat resmi yang diunduh dari kanal YouTube KPU RI. Hasil penelitian menunjukkan bahwa terdapat empat jenis tindak ilokusi yang dominan digunakan, yaitu asertif, direktif, komisif, dan ekspresif. Penggunaan tindak ilokusi ini memunculkan berbagai respons dari publik. Sebagian audiens menunjukkan apresiasi terhadap gaya komunikasi Anies yang dianggap sesuai dengan perhatian publik, khususnya dalam menyampaikan isu berbasis data, logika, dan isu sosial. Sementara itu, sebagian komentar lainnya menunjukkan sikap skeptis, ketidaksetujuan, atau penolakan, karena adanya keraguan terhadap janji-janji yang disampaikan serta efektivitas kepemimpinan sebelumnya. Dengan demikian, penggunaan tindak ilokusi dalam debat politik dapat membentuk berbagai macam respons publik, tergantung pada karakteristik audiens dan rekam jejak kandidat.

Keywords: *Anies Baswedan, debat presiden, respon publik, tindak ilokusi*